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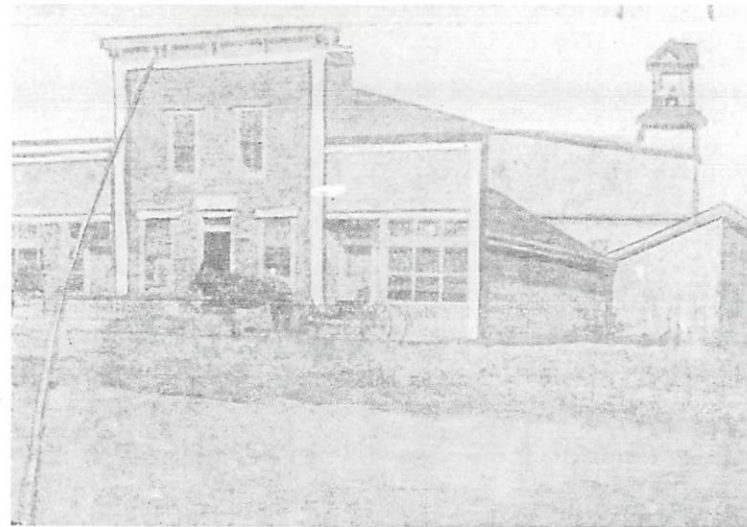
From: "Under Wasatch Skies"

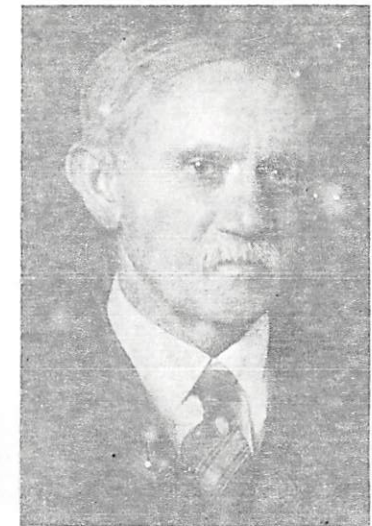
All of these attempts were made in a three-year period and all of them were fruitless. No one had any money. The stock of goods in the log cabin trade was small and had to be hauled many miles to Heber.

The event that was to change this picture was the stagecoach contract. In 1862 Ben Holliday took over the stagecoach route and government mail contract between St. Joseph, Missouri, and Sacramento, California.[3] Salt Lake City was the center of the route and the hub for the branch lines that extended to the towns and mining camps of Southern Utah, Idaho, Nevada, and Montana.

Every ten or twelve miles along the route were stations where hay and grain were kept to supply the changes of horse and mule teams for the stagecoach.

[3]Neff, *op. cit.*, p. 734.

Charleston Coop.

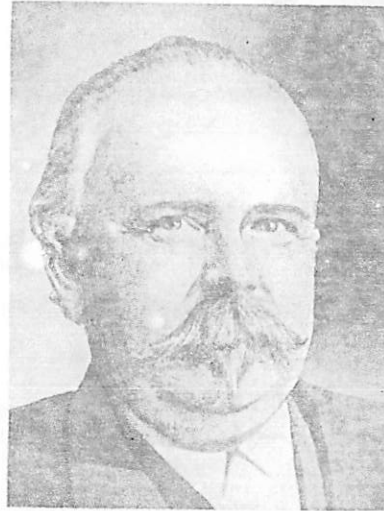
In 1863, John W. Witt of Heber was given a contract to supply oats to the stations as far east as Green River. Under this contract, companies of men with teams and

Nymphus Murdock

Frederick O. Buell

wagons periodically set out from Heber to supply stations. There was work for everyone with a wagon. According to John Crook:

> This was the beginning of good times for Heber. Plenty of money rolled in. Grain kept raising until it reached $3.00 a bushel for oats and $5.00 for wheat. Merchandise was high also. Stoves were from $150 to $200 each. Sugar and nails were $1.00 a pound. Factory and prints cost $ .50 to $1.00 per yard. A good wagon cost $300 and everything else in proportion.[4]

[4]Crook, "History of Wasatch County," *Wasatch Wave*, December 14, 1889.

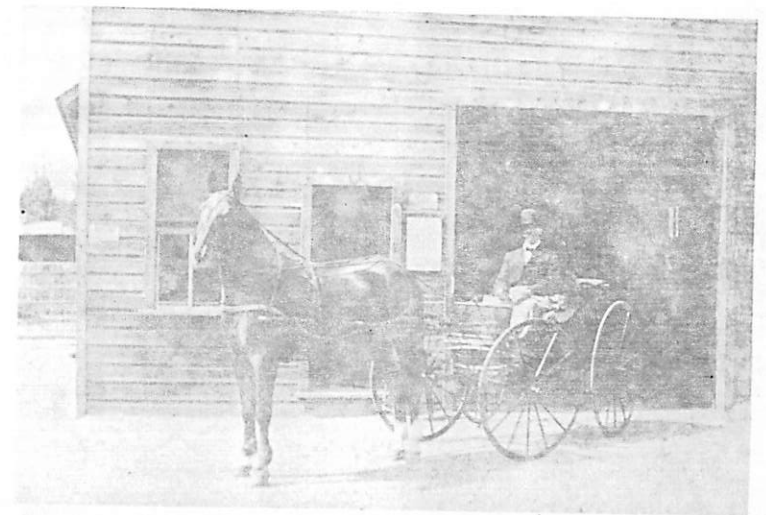
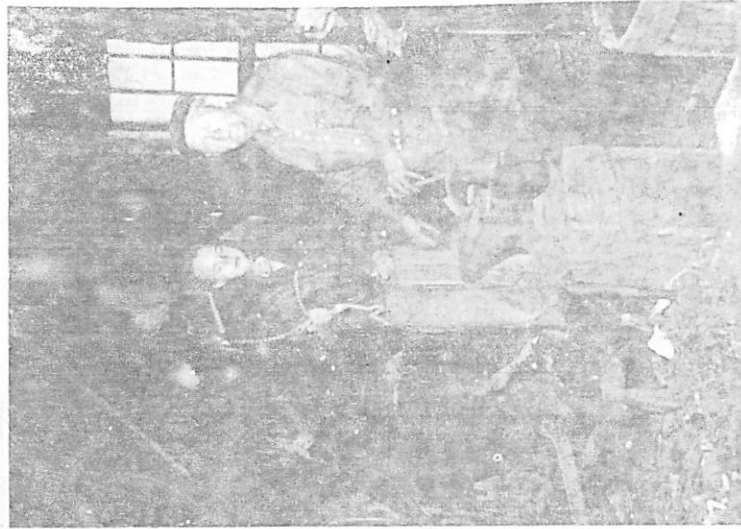
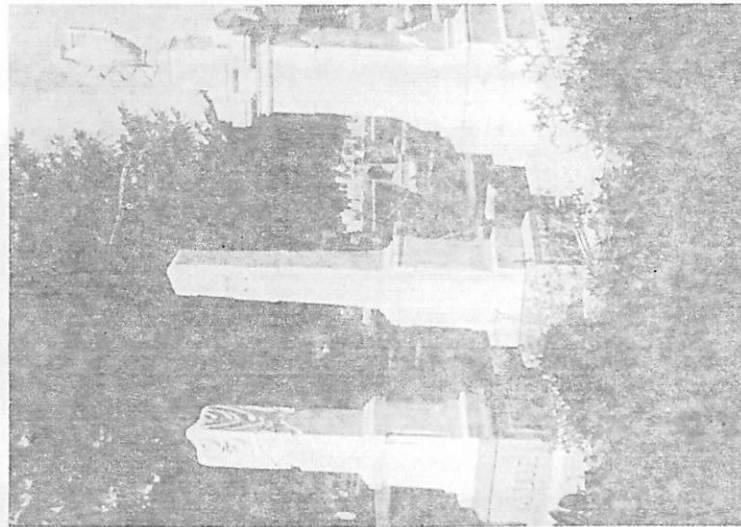
Prospects for business greatly improved with money in the community. A Judge Carter from Fort Bridger, who had the grain contract for certain stations of the

David Van Wagonen

overland mail, opened a store in Phillip Smith's log cabin in Heber. His wagons brought goods and supplies into the county and carried away grain. Shortly thereafter, he erected a building to accommodate the expanding business. Louis Reggel and Jake Harris of Salt Lake City sensed the opportunity and soon were selling goods in John Galliger's log cabin on Main Street. Reggel later sold out to Harris, who continued the business for some time.[5]

In 1867 Abram Hatch, the new President of the Wasatch Stake, arrived from Lehi and entered the business scene. He had closed his Lehi store, loaded his goods

[5] *Ibid.*

into three wagons, and after an exasperating, work-filled journey over muddy winter roads, arrived in the valley on December 11. After searching for a location he rented a building owned by Moses Cluff. One year later he had finished his home on Main Street; and then his stock was moved to the south room of that building, which served as his store. Both his wife, Permelia and his son, Joseph, worked in the store, and Joseph soon became the manager of one of Wasatch County's first permanent business institutions.

The income from raising grain for the stagecoach was seriously menaced in 1868-69 when a plague of grasshoppers ate most of the crops. Fortunately, it was also at this time that the Union Pacific railroad entered Utah; and most of the men in the county found work with their teams on the grading being done in Echo and Weber Canyons.

Wasatch Livery and Feed Stable. Built in 1892 by A. M. and James S. Murdock. Frank Carlile sitting in the buggy.

Blacksmith shop built about 1865—still in use. Built by Daniel Mc McMillan. Now owned by William Johnston.

Products of Early Marble Industry.

Money from this railroad activity provided the foundation for another of the permanent businesses in the county—that of Mark Jeffs. Richard Jeffs, Mark's father, was a Mormon convert from England who came to Utah in 1862, bringing Mark with him. Their first home in Heber was a small log cabin owned by Elizabeth Carlyle and situated on her pasture lot.[6] It was in this cabin that Mark first began trading. His year's work on the railroad in 1868-69 enabled him to save seventy dollars, which he soon took to Salt Lake City and invested in goods such as calico, factory, sugar, and tea. Once home in Heber he set up his store in the little log cabin. The scales for weighing out sugar and tea were set in the window. Calico and factory were measured out on the

[6]Statement by Emma Wherritt, personal interview, 1952.

Joseph Hatch

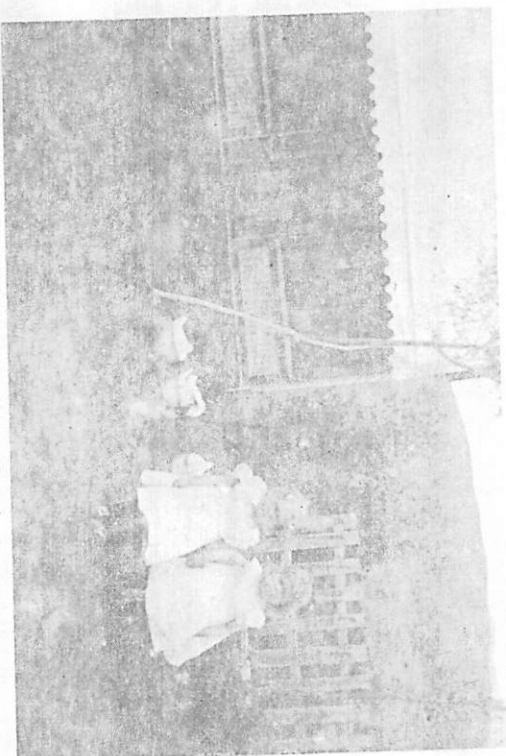
Joseph R. Murdock

bed, and a chair served as a rude counter for tying up the articles.[7]

The cabin that housed his business may have been crude, but the mind that directed the trade was vigorous and keen. As business increased he bought property on Main Street. When this seemed inadequate he rented the large rock store which had previously housed Judge Carter's business. He enlarged again and again. The purchase of more property, erection of buildings, and further enlargement all prefaced the establishment of the Heber Mercantile Company in 1905 with a capital stock of fifteen thousand dollars.[8]

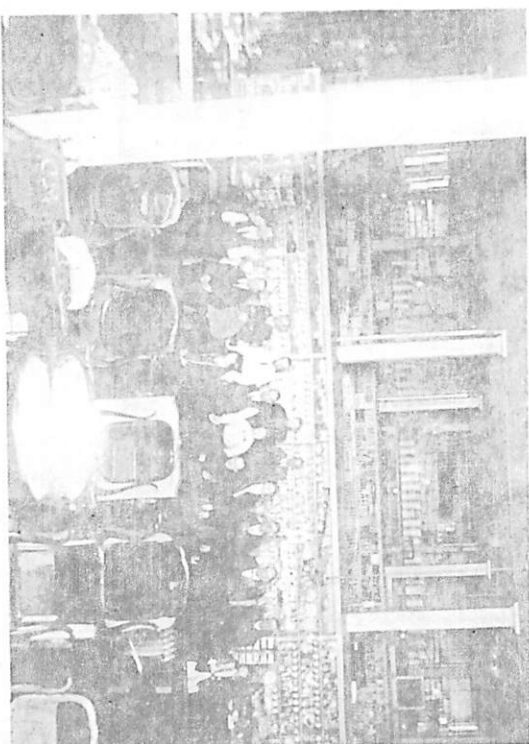
THE COOPERATIVES

The cooperative mercantile movement in Utah, which affected the Wasatch County business scene, really began

[7] *Ibid.*
[8] *Wasatch Wave*, December 21, 1906.

Daybell Millinery in Charleston

in Salt Lake City in 1868. High prices and less prosperous times prompted Brigham Young and prominent Mormon leaders to introduce the cooperatives in an attempt to secure social and economic justice.[9] As it was conceived, the plan called for any group of Church members to pool their capital to form a corporation. This corporation then issued shares of stock in a store, and those who held the shares divided the profits on the basis of the amount of stock each held.

In Wasatch County the motives for adopting the cooperative plan seemed to be a desire to organize sufficient capital for the beginning of business and its expan-

[9] Neff, *op. cit.*, p. 830.

Heber Mercantile

Clerks of Heber Mercantile: E. J. Duke, Robert Duke, A. Y. Duke, Cleone Cord, Nymphus Murdock, Cora Miller, Jay Jensen, Jr., Edward McMullin, George Pyper, Lacy B. Duke, Jos. A. Rasband, manager, and Jos. E. D. Tomilson.